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Mr. Sample A. Sample
1234 Main Street
Anytown, USA 0000

Peel off this label and place it where indicated in the enclosed catalog.

By now, you've probably heard about the Marlboro Adventure Team, a 600 mile trek across the rugged American West. 11 days of white-water rafting, dirt biking, 4x4 off-roading and horseback riding.

Of course, everybody can't make the team, but there's still time to get in on the action. That's why we've created Marlboro Adventure Team Gear. The Dirt Jak, the 840 Gear Bag, River Shorts and more. The stuff made to outwear the toughest terrain on Earth.

And it's free - when you collect Marlboro Adventure Team Miles. Check out the enclosed Official Gear Catalog for complete details. Plus, we have a way for you to get the gear even faster, when you qualify for special Marlboro Adventure Team bonus offers. Get in on the Adventure Team action by filling out the form below. Mail it in, using the envelope provided, and get a head start on savings.

RS. Don't pass up your chance to get in on the action. Send in your survey by March 1, 1993.

☐ I want to get in on the Marlboro Adventure Team action.

Offer limited to smokers 21 years of age or older. Void in Kansas and Wyoming.

Please complete the following information and mail today in the enclosed postage-paid envelope. No facsimiles accepted.

9999999999999999

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SMOKER SURVEY (for smokers age 21 and over)

Phone # () _____

1. What's your regular brand of cigarette - that is, the brand you smoke most often?

2. Is your regular brand: ☐ Regular/King Size ☐ 100s or ☐ 120s

3. Is your regular brand: ☐ Marlboro or ☐ Non-Marlboro

4. Is your regular brand: ☐ Filter or ☐ Non-Filter

5. Is your regular brand: ☐ Lights/Soft Low Tar ☐ Lights/Soft Low Tar

6. Do you usually buy it by the: ☐ Pack ☐ Carton ☐ Bulk Ways

7. What, if any, was your previous brand?

8. Which of the following best describes you? (Check one in each column.)

<input type="checkbox"/> African-American	<input type="checkbox"/> Professional
<input type="checkbox"/> American Indian	<input type="checkbox"/> Self-employed
<input type="checkbox"/> Asian	<input type="checkbox"/> Homemaker
<input type="checkbox"/> Caucasian	<input type="checkbox"/> Retail Worker
<input type="checkbox"/> Hispanic	<input type="checkbox"/> Civil Service
<input type="checkbox"/> _____	<input type="checkbox"/> _____

If your name or address is incorrect, please print the correct information here.

MR., MRS., MS. _____

Address _____

City _____

State _____ ZIP _____

Phone # () _____

9. How many packs of cigarettes did you smoke in the past month? (Please, 1 carton = 10 packs) Total # Packs _____

10. Of these total packs, how many were your regular brand and how many were other brands? Regular Brand # Packs _____

Other _____ # Packs _____ Other _____ # Packs _____

☐ Please remove my name from the Marlboro mailing list.

By responding to the survey above and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and cigarette filters in the mail, subject to applicable state and federal laws.

Signature _____

(Required)

Date of Birth _____

(Required)



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